

INTERVIEWEE: GARY OLESEN

INTERVIEWER: Patricia Young

SUBJECT:

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TRANSCRIBER: Linda A. Jantzen

PY: This is an interview with Gary Olesen for the Historical Society of Palm Desert Oral History Program on June 25th, 1980, at eleven-thirty in the morning at his home in Ironwood Country Club in Palm Desert.

GO: What if I sort of blotch up, you know, and I don't, I just sort of, kind of keep on going.

PY: Oh, don't worry about it. It's real informal. It's nothing, you know, those are just notes. You don't worry about it.

GO: What do you do with the tapes? Who listens to them? Do you go back through it afterwards?

PY: What we're going to be doing is transcribing them, so people are mainly going to be reading rather than listening to them.

GO: I see.

PY: It's only if something is of interest to them and they



want to hear on how it says that they'll probably go and actually listen to the tape. But most people will be reading it.

GO: I see.

PY: Now let's just start this morning by discussing where you had lived prior to coming to the desert, and then when you came here how old you were and what your experience, what was the experience of coming to this place where there wasn't very much. (laughter)

GO: Okay. All right.

PY: I mean you don't have to be stuck with that.

GO: Okay.

PY: So just start.

GO: Just start. Okay. Have you, are you . . .

PY: It's on.

GO: Oh, it's on now?

PY: Yes.

GO: Okay. My family and I moved to Palm Desert in 1945, Halloween night, to be exact, in October. We lived in the L. A. area, the La Merte Park area of Los Angeles, during the war. And my family came down here because my father was starting a Dodge-Plymouth automobile dealership in Indio. I was eight years old at the time.



We lived on the north side of Highway 111 in an area that was formerly known as Palm Village. We lived on a street named San Jose Street. It's about a half block north of the highway in the center of what was then Palm Village. It was a very small house and probably one of the original houses here in Palm Village. I suppose it was built probably somewhere around the late 1930s or 1940. My recollection of Palm Desert at that time was a town with just very few houses and hundreds of acres of desert. In fact, on the south side of Palm Desert it was completely barren, except they were building, beginning to build, roads in that area, and also putting in the water lines for the future city. I had very few friends of my age in the community. In fact, I think there was one kid my age within a mile of the house when we first moved here. I had to go to school in Indio, as there were no schools in this area. And a bus was provided for us. In fact, over the twelve miles from Rancho Mirage to Indio I think we filled up about half the bus each day. Palm Village was really a unique place to grow up. I didn't have too many friends, but I really didn't need or require many. I just enjoyed playing in the desert. I enjoyed the animals. There were



fringe-toed lizards everywhere. I enjoyed looking for snakes, tarantulas, anything that kids like to do by themselves. We had a great place to swim. It was the old Palm Village Reservoir that just at that time was adjacent to the highway. It since has been removed. It was about a hundred yards from our house. My sister and I spent most of our days during the summer months swimming in that pool. Another thing we enjoyed doing, there, of course, was a lot of building going on, and I just enjoyed watching people build the homes and sitting around and watching the eventual city grow. When they built the Shadow Mountain Club several years after we moved here, I remember sitting there by the hour thinking this must be the largest pool in the whole world. And it was quite large. Palm Desert was a boy's paradise when I stop to reflect on it. I had two pals my age eventually that lived in this area, and we loved to explore the desert. One of our favorite spots was Deep Canyon. We eventually hiked and camped in most of the canyons within twenty-five miles of this area. Andreas Canyon, Palm Canyon in Palm Springs, Magnesia Canyon in Rancho Mirage. Of course, Deep Canyon was the closest, and we could hike up to the mouth of the canyon in about



an hour, and we loved it. There was always water in the canyon during the winter months and water pools and waterfalls, and it was a beautiful place to go. Sometimes we would get a ride up Highway 74 to Nightingale, and we would take an overnight trip down the canyon, which was more difficult, but we enjoyed those trips overnight.

PY: Was that later Sugarloaf?

GO: Yes. Sugarloaf is in that area, too. We also did that. At one time we would go further. We'd go up another five or ten miles and hike down Palm Canyon during those days. Eventually this led into a formation of a Scout troop in Palm Desert. It was the Troop No. 76. And we started out with just the three of us, and eventually we ended up with probably ten or twelve. We met at the Palm Desert Post Office, the one that is now torn down. It was one of the few buildings on the south side of Palm Desert. Later we acquired a better meeting place. We met at the Palm Desert School which is the first school in the community known as George Washington School, which is on Portola Street across from the Palm Desert Community Church at that time. Scouting was a very important part of our lives. We spent a lot of time involved in it.



In fact is every kid in the school who was of age belonged to the Scout troop. I went to the Palm Desert School one year and graduated from the eighth grade there. The class was so small they put the seventh grade in one side of the room and the eighth grade on the other. I think there were ten or twelve kids in the first graduating class. I remember Cliff Henderson presented each graduate with a special map of Palm Desert engraved, and of Coachella Valley, for a graduation gift. And we had our graduation at the Shadow Mountain Club. We made an interesting discovery while going to school that one year at the George Washington School. Apparently, during that, before the war or during the war, Patton's Army must have had a canteen or a PX in the area. And right in back of the school we used to, it was a virtual gold mine. We used to find coins buried in the dirt, hundreds of coins. We spent at least fifteen, twenty minutes every day looking for coins. I remember going home at times with two or three dollars in quarters, dimes, half dollars that I'd found during the day that had been there for years and years. One of my contributions to Palm Village (chuckle) was my weekly allowance that I contributed to the



volunteer fire department. That was more or less a punishment that lasted for several years. It seems that I enjoyed playing with matches and every few months one of my fires would get out of control. Eventually I was instrumental in burning down most of the palm trees planted in back of our house on San Jose Street as well as setting fire to the house once. The fire department was very gracious about it most of the time and accepted my allowance as payment for their trouble.

PY: (Laughter) Did that have something to do with the fact your father was a volunteer fireman?

GO: He was also a volunteer fireman. (chuckle) And probably very embarrassed about what I was doing.

PY: A little pyromaniac for a son. (laughter) When you first came to the area, did it, you said it seemed not to have much except for lots of desert.

GO: Yes.

PY: Were you at all aware of the agricultural areas?

GO: Yes, I was. At that time, of course, there were many more date groves in the Palm Village area, and grapefruit groves. And I was aware that it was an agricultural area. Fact is, there was really quite a bit of, oh, just instead of grapefruit groves, farm land in the back of



Palm Village. Farmers would raise fifteen, twenty, thirty acres of watermelons. And fact is my friend and I used to steal them. And one time a farmer came out and shot at us with a shotgun. And that stopped our stealing watermelons after that.

PY: That's a real good way to be stopped. (chuckle) So who was the kid that lived a mile from you when you first came here?

GO: I can't remember his name, to tell you the truth. I had two friends, Paul Bowie, that lived, his parents were associated with the date ranch in just, I guess what you'd call outside of Palm Village, off of Highway 111. And he was kind of a hiking buddy of mine. And another kid named Ron Hale that lived here for many years. And the three of us were just about the only kids around, and we all liked to do the same things. We'd just get together every other weekend and go for a hike somewhere, and usually camp overnight.

PY: Was Ron Hale?

GO: Yes.

PY: Was he related to Hale's Minsters?

GO: No, no relation. And he moved away about the time I went to high school, and I don't think I've ever seen him since.



PY: What else would you do besides hiking before Boy Scouts started? And besides also finding money from the PX.

GO: (Chuckle) Well, like I say, we had the one swimming pool in Palm Village, which kind of was the sort of the center of things for everybody, not just the kids but everybody in town went there during the summer months. No one had a swimming pool that I recall. And so it was a kind of a community area and we worked around that pool a lot. And they also had an old tennis court in Palm Village, which has since been destroyed. And we used to play tennis on that. And I learned how to play tennis there. Eventually, when they built the Shadow Mountain Club, I played a lot of tennis there, and it was one of my primary sports that I enjoyed, and still do today. Other than that, my dad started a recreation, or was one of the founders of the Recreation League out of Indio. And softball was, took a lot of our time, and we spent two, three nights a week during the summer playing softball. And we used to play around Palm Desert. Although we didn't have a field in Palm Desert, so it was kind of like playing out in the desert. You just clear a little sagebrush out and get together and have kind of an informal game. So that took a lot of our time.



I think that, you know, today we have team centers to keep the kids busy and that type of thing, but it seems like we never even, it never even occurred to us to have something like that to keep us occupied. Of course, I was a great collector of things, so anything that I found out in the desert I collected, like rocks and also I had other hobbies that kept me quite busy. I remember there was a gentleman that opened up one of the few stores right off of San Luis Rey, one of the original stores on the south side of the highway, there was a fellow that opened up a model airplane shop. And we used to love to make model airplanes and we'd fly them. And we'd have little contests. And it was, seems like there was always something to do. I was never bored. And I was very happy growing up here. And I may not have realized how happy I was at the time, but as I reflect on it, there couldn't have been a better place to grow up in the whole country.

PY: Where was the tennis court located here?

GO: The tennis court was located, well, there was the, it's about, it was about two hundred yards west of Portola right on the highway. And there was a building, a tennis court, and then next to that was the Palm Desert Reservoir.



PY: Had that been part of the Gillette Ranch or . . .

GO: I don't know, to tell you the truth. I don't know how it originated or why it was there. I kind of thought that maybe it was actually built during the war because I know and had always heard that Patton had, well, he had his whole army in Palm Desert, and they took up miles of this area. And I imagine that was probably a recreational area in there, I would assume, because the highway always did go through that area.

PY: Did it seem like it had been around for a long time?

GO: Yes. It was there then, and that was in 1948. So forty-six, forty-seven, forty-eight, so it was, it had probably been there, I imagine, at least five, six years, seven years.

PY: If not longer?

GO: Yes.

PY: I went and talked to Huey Robertson, by the way.

GO: Oh, you did.

PY: Yes, trying to get Palm Desert School. And must have been something, was he one of your instructors, no, he wouldn't have been

GO: No, he wasn't an instructor, but he was the first principal at the school. And we always thought he, as a kid, I



can say I think he did a very good job, a very adequate job. And he's a nice man.

PY: Did you feel one step beyond a one-room schoolhouse there?

GO: We kind of thought we were out in the country because, of course, I started the fourth grade in the Indio School System, and actually Indio was a much larger, there was no comparison between Indio and Palm Village at the time. So Indio was a pretty good sized school system, and when we got out there, we didn't really know what to think. Here we had two classes in one room and just seemed like the little old schoolhouse.

PY: He was relating to me the traumas of eating outside as there was nothing but the school rooms. (chuckle)

GO: Yes, they designed it so they had an overhang off of each room, so all you did was just at noon you'd pick up your brown bag and walk outside the door and sit down at the lunch table, and that was it. Then they built a basketball court on some blacktop out in back. And so we either played softball or basketball or looked for coins. (chuckle) The coins was very popular. I wish I had those coins today. They'd probably be worth about ten times what they were then.

PY: Easily. (laughter) Were there other artifacts up there



that you would pick up?

GO: I don't remember finding too many other things. I think every once in awhile we'd find something like a canteen or some kind of a little bit of army paraphernalia laying around. One thing we did, speaking of artifacts, we used to hike up in these hills a lot, and every once in awhile, particularly out in the La Quinta area, there are a lot more, there seemed to be a lot of caves out in the La Quinta area, and we did and my friends did find some Indian artifacts out in the area. I remember one large bowl about two feet high and a foot across was some kind of a mixing bowl which we found one day and turned it over to one of the local museums.

PY: Unusual; most people keep them.

GO: Yes, well, we felt like that was the right thing to do.

PY: You also spoke about Boy Scouts. Do you remember who the kids were in the area or the den mother? Or the Boy Scout leader, any of the people?

GO: The Boy Scout leader was a man named Dinzell Blankenship, and he was a carpenter and he lived down in Palm Village. And none of us knew anything about scouting, including himself. But he very nicely volunteered, and he had weekends to spend. Most of the fathers were in some kind



of a retail business around here and really didn't have weekends to go out with the kids. But he took the time to get together with us and we all kind of learned together. And we took some, not only a lot of local trips, we took some larger trips, too. We went to the Colorado River and things like that. And we took a lot of trips out into the desert, maybe across the valley twenty miles and into a canyon over in the north side of the valley. But Dinzell was very good to us and spent a lot of time with us. And we appreciated it. I will say one thing about the community, as I remember, everybody was kind of working together in those days. And even though the other fathers didn't have a lot of time to spend with Scouts, they would donate trucks and cars or whatever it took to help us get around, and they were very supportive of us. And I think also the community itself, as I remember, was very close knit because it was almost like a colony, you might say. Heck, probably twenty or thirty houses in Palm Village, and seems that everyone knew each other and everyone got along. And the fathers belonged to the volunteer fire department. And it was a nice feeling. It seems like everybody knew everyone in the community. And, of course, that feeling



is not prevalent today because of our population.

PY: Was there, you talk about Palm Village and how all of the fathers were involved in the volunteer fire department. At what point did it become Palm Desert and not just Palm Village? Has it always seemed Palm Village to you?

GO: I remember for years I used to always refer to anything on the north side of the highway as Palm Village. And I don't know at what point they, I remember when we first came here, they had a big sign on each end of the town that said Palm Village. And I guess somewhere along that, during that time or maybe around the early fifties they took those signs down and called the whole thing Palm Desert. But, of course, it wasn't an incorporated community, so I suppose you could call it anything you wanted to, you know. It really wasn't an official title of any kind. But I remember when they, of course, when they probably, and I don't know this for sure, but probably when they put the first post office in out here they probably then designated this area as Palm Desert rather than Palm Village.

PY: But you as someone living in the area, did you always, later when Palm Desert was flourishing consider yourself part of Palm Village instead?



GO: No, I don't think so. I think probably by the time I got into high school in 1951, fifty something like that, people referred to it as Palm Desert and didn't give it that much thought after that.

PY: Tell me a little about going to high school. You went to Coachella Valley High School?

GO: Yes. That was at the time was the only high school between here and Palm Springs. There were two high schools, Palm Springs High and Coachella Valley High. And it was a union high school and it encompassed all the towns in the lower part of the valley from Indio to Mecca, and it went as far as the west border of Palm Desert which at that time was Rio Del Sol Road in what is now Rancho Mirage. And so it was a long drive. It was about, what, seventeen miles from this area to get to high school. We had a bus that would take us to school and take us home, but I was always doing something after school because I was interested in sports. And it was one thing after another, football season then went into basketball season then went into baseball season. So it was a, and most of my friends that lived out here were in the same boat so we were always trying to figure out some way to get home and it was usually hitchhike or



maybe if we could hitchhike into Indio, because we weren't old enough to drive, then we could get a ride home with one of the fathers that was working in that area.

PY: Was it common to hitchhike then?

GO: It was common to hitchhike home from school, but other than that, that was just a necessity and it wasn't, we didn't consider it dangerous. We just figured that this was the only, we had to do it, that was the only way we were going to get home. Otherwise, we were going to have to walk. But Coachella High School was a country school and probably about seven hundred enrollment in the student body. It was a beautiful spot to go to school. It was, like I say, a country school. You're five miles out of Indio and about three miles out of Coachella, and you couldn't get into any trouble. Very few kids had a car, so once you got there you were kind of like you were locked in. And it's not like today where the kids go across the street to MacDonald's to get a hamburger for lunch. When we got there, we were there. But we didn't have any desire to go anywhere, either.

PY: Did you bring your lunch?



GO: I brought my lunch half the time. We had a cafeteria at high school, at the high school. It was nice going to a small school because, as I reflect on it, I was able to participate in so many things because there weren't that many kids. Even if your football team wasn't very good and even if you weren't very good, well, you could play because they needed people. So it was easy to get involved in school activities. And it was the thing to do. Whereas today some of your high schools are as large as colleges, so it's kind of difficult for kids to participate in so many things.

PY: You've maintained, I assume, some of the same friends from this area going to school there?

GO: Yes. And you know it's interesting every day as I go, I work in Indio most of the time. We have another store in Palm Springs, but I spend most of my day in the Indio area, and I'm always running into someone that I've known since the fourth grade. And how many areas can you do that? And not just one person. Every day I run into someone that I knew that I haven't seen in a long time, but I've known for a long time. And I think that's kind of nice. I'm sorry, I've forgotten your question.

PY: Oh, it was irrevelant in relation to what you were saying.



GO: Okay. I still maintain friendships with the people I went to high school with. In fact, it's funny because I've had many, many experiences and worked for many companies and graduated from UCLA eventually, but still today I consider some of my very best friends the kids I went to high school with. And my one friend that lived out here that's always been a very good friend of mine is John Yoxsimer, whose father Les is in the Historical Society, and they had the Richfield station in Rancho Mirage. They were moved here when he was a freshman in high school. And they lived just on the other side of Rio Del Sol in Rancho Mirage. And he was supposed to go to Palm Springs High School, but he didn't think he'd like the kids over there. He thought they were a little bit too high hat for him. So he wanted to go to the Indio School System in Coachella Valley. But the bus wouldn't go that far, so he had to take the, had to get a ride at least one mile over to the area that the bus stopped in order to be able to go to school at Coachella Valley. But we remained friends through high school and we were great football buddies. And we've been kept touch through college and through the years.

PY: Were there many students in your graduating class who went on to to college from CV?



GO: I would say there was about, I'd say about half, and I can't remember the exact number that we had in the graduating class, probably about a hundred and fifty. But I imagine about half of them went to, went on to college. Although I would say this kind of an area again, I think a lot of the kids stayed right here and because they were from, a lot of the kids in the lower part of the valley were from farm families. And that was kind of the family occupation and a lot of them stayed in agriculture. And they just, maybe they went to college for a year or two, but they'd come back and they'd go into the family farm or family business. Whereas, I think, in a larger city you'll find they're going every, very rarely do they stay there into that area. They always move on quite often.

PY: Let's talk a little bit about the growth of the community and what you feel has taken place.

GO: Okay. I think that as I look back I think the quality of life in Palm Desert was so much better twenty years ago than it is today. And I have been away from this area maybe over the last twenty years maybe a few years during that period off and on. But I've seen it, twenty years ago it was beautiful. There were no stop lights.



There was little commercial development. There was a lot of space and very little traffic. And ten years ago it wasn't quite as good. It was still nice, but in the last five years I feel like the quality of life in Palm Desert has really gone down. And I realize this is progress and I'm probably taking an attitude of an environmentalist, but I just hate to see the desert being built with commercial development and large home developments, even though I live in one here. Because to me it's ruining the desert. And that's why, of course, I live here at Ironwood overlooking the desert reserve because I want to preserve some of this desert. And I want to be able to enjoy it. I want my children to enjoy it. And the way it's going right now another ten years this is going to look like West Covina around here. And I'm so disappointed in the city council approving our recent regional shopping center on Highway 111 because I feel this is an absolute disaster for this community. And it's not the cost, which the cost would be great as far as road improvements, and someone's going to have to pay for that, but I think the traffic that it's going to create, the smog, the congestion, to me it's, I think it's really sad to see it. And I don't really know how most



of the people in Palm Desert feel. I know that the council thought it was okay. I think one member of the council voted against it. But what I feel about is that if people want to live in West Covina or Torrance, close to a regional shopping center, then they would have stayed there. But I think people come to Palm Desert area because they want to get away from the congestion. And they want to get away from the traffic and the signals. And I realize you can't stop progress, but I think there's a point where you can slow it down and not encouraging it, encourage it. And by letting shopping centers come into this area we're definitely encouraging a huge population. And to me it's all wrong. And I may just move one of these days because of it.

PY: Where do you think that that old valley will be maintained?

GO: Where will the old valley be maintained?

PY: Valley. In other words, what part of the valley do you think will maintain the feeling that it has now or has had in the past? Or will we all be going that way?

GO: I think very little of the valley will maintain that old feeling. Perhaps down in a lower area down near the Salton Sea area where there is little development. I think it will be probably pretty close to the way it is



now for the next twenty-five, thirty years. But everything in Palm Desert clear across to the north side over to Interstate 10 will be completely developed. And along with it, we lose the desert that way, too. This valley is, I've been a lot of places in the world, and I'll tell you, this valley is one of the best places in the world to live, or at least it has been. And it's certainly one of the prettiest deserts. I don't think you can compare this desert area with any desert in the country. Las Vegas area is desolate. Arizona is a different kind of a desert. And it has its own beauty, but it doesn't have some of the picturesque scenes that this valley has that we're losing.

PY: What's happening with the sense of community?

GO: Well, as your population grows in an area and you get more outside developers, big companies coming in I think you lose a sense of togetherness and there are just many elements. And also people from other parts of the country are moving into the area and frankly I think probably some undesirable, and I'm not talking about nationalities. I'm talking about the type of people that are coming in, into this valley.

PY: You mean their attitudes?



GO: No. I'm talking about we are getting a lot of laundered money coming into Coachella Valley, into the Palm Springs area. And it's going into businesses into this area. And when you have that type of thing, I think in the long run it will tend to destroy the community.

PY: When you were talking earlier about going to school, I think down in Coachella or Indio, you were saying that you had thought about this whole area as one, you know, where there was Rancho Mirage or Indio and . . .

GO: Yes.

PY: Palm Desert. I don't know if you said Indio, but you were talking about Rancho Mirage and Palm Desert. Was there a sense of their not being separate communities at that point?

GO: There was a sense of, I would say there was a sense of them not being separate communities, yes. I think most people felt like, as far as Palm Village or Palm Desert and Rancho Mirage, they were just another name, but everybody was pretty much a part of the same thing around here. And they were all having the same problems as far as trying to get started, starting a new business, and moving to a new area and a new community. And I think there was a lot of togetherness, so I don't think people really



said, you're from another city if you lived in Rancho Mirage, for instance, you know.

PY: When did that start coming about, do you think, and why?

GO: Probably the reason it came about was it was economic.

The people in each little area felt like they had different needs, like perhaps when they had a flash flood around here, they had certain roads that would be wiped out in the flash flood. And everybody had to depend on the county to appropriate funds for improvements. And I think that people probably felt like if we had our own little community and we could control our own money, then we could also make our own improvements and wouldn't have to worry about the other guy five miles down the street. And so I think everybody started making a move towards incorporation, which I can't say whether I think it's all that great or not. Certainly each community has to spend a lot more money on their own fire departments, police departments, all your services. Most people in this area probably disagree with that. They think it's been a great step forward, but I'm not sure if it has or not.

PY: I think you're right. It's upward today. I think the people who were very much for incorporation initially, there's some wonder now, was it the best thing.



GO: Yes.

PY: And then there's some people, of course, that still feel

GO: Yes.

PY: There are people on both sides.

GO: Another thing, too, you know, you take, in every community there's always people that want to be leaders. And if you're just controlled by a county government, well, that doesn't give these various people a chance to become leaders in the community as far as governing. And so only by having a city can they actually assert themselves in that area. And I think probably there's been a number of individuals who have wanted to govern that particular area so they've really moved towards trying to form incorporated cities.

PY: Why has Imperial Motors gotten into this area? Is it something to do with the commercial environment here?

GO: Yes. Imperial Motors was first franchised as a Dodge-Plymouth dealer in Indio, and in 1943 was the beginning of the corporation and we opened business in 1945. But at that point Chrysler designated Indio as our area. And then later on we were given a dealership in Palm Springs, but we built just out of Palm Springs because it was



Cathedral City happened to be a county area and we were, there were certain ordinances in the city of Palm Springs that weren't favorable to our business. The greatest thing for us as a car dealer would have been to be able to build an automobile dealership in Palm Desert. And frankly we had that opportunity in the early 1970s to rebuild a dealership in this area and had the land. And at that time, of course, it was county and not incorporated as a city. And the county probably would have let us build the dealership in Palm Desert, but Chrysler Corporation would not. Great mistake on their part, but they would not let us build another dealership in Palm Desert because we wanted to move our dealership out of Indio at that time. And so we had to stay in Indio and rebuild there. And now, of course, the city of Palm Desert would not allow a car dealership within the city limits. So as far as I know, there will probably never be an automobile dealership in this area, which, as far as the community is concerned, I think it's probably a good thing for the community not to have it. But looking at it selfishly, of course, I would have liked to have been here.

PY: It's interesting no one else even got here.



GO: Yes, it's one of the reasons why Chrysler Corporation lost a billion dollars last year. They're not too smart. (laughter) I could say more, but I wouldn't want it being recorded. (laughter)

PY: Drop the subject anyway. Besides we got this. When you're associated with the company you're talking about.

GO: That's why I wouldn't interview for Channel 3 last night. I was afraid I'd say something derogatory about Chrysler and I knew that if I was going to be on television I had to say the right things. But I'm not too happy with them at the moment. Nineteen seventy-one. I'm not on the air, am I?

PY: Oh, you want to be off?

GO: Now just take me off.

GO: The real estate in Palm Desert, of course, has skyrocketed the last few years. I recall that we were able to purchase five acres of land on the corner of Highway 111 and El Paseo in the early 1970s for approximately twenty-five thousand an acre. And I'm sure the property today, particularly in the fact that's across from the new regional shopping center that's going in, is probably worth somewhere in the neighborhood of two hundred and



fifty thousand an acre, and you probably couldn't even buy it then because they're waiting for more development in that area. But also I notice my parents live on Pinyon Street in Palm Desert and they have lived there since 1952, but when they moved on that street there were two houses. There was Cliff Henderson's house and their house. But I know as early as, as late as I should say, five years ago you could buy a lot on that street for about five thousand dollars. And in the last couple of years it's gone up to asking price around fifty thousand for a lot there. I remember, I wish I could have purchased some property ten years ago. But I remember I did have one lot in Palm Desert that I bought right next to the Shadow Mountain Club for sixty-five hundred an acre. And I had to, I was going to build a house on it and I decided not to, so I just got my money back from the lot. And I know that property in there is probably thirty-five, forty thousand dollars for a lot.

END OF INTERVIEW